

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 834-4179
FAX (716) 834-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #203290	CC:	162309
	H. FOURTUNIS	CC:	
FAX #:	(914) 737-6464		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
117	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 X 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
3	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98**.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51855 9683

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WHOLESALE : 203290 HARRY FOUNTUNIS, INC. <DIRECT>
TEMP/ATE : 801271 80900 DOR SEPT JACKPOT
TEMP/ATE SEQ : 0918
SALES LEVEL : 16XXXX

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XXXX91 :

yyyyqr :

yyyyqr :

ITEM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122204	122220	340514	TANGLEWOOD STATELY	2264 CENTRAL PARK	YONKERS	NY	10710	2				
122206	122224	734739	ARCADIAN CARD & GIF	230 S HIGHLAND AV	OSSINING	NY	10562	2				
133001	133030	130769	84 QUIK STOP	5084 ROUTE 17M	NEW HAMPTON	NY	10958	2				
133001	133030	179116	QUAKER CREEK	767 POLASKI HWY (GOSHEN	NY	10924	2				
133001	133030	600426	A PLUS	68 BROOKSIDE AVE	CHESTER	NY	10918	2		0362-0102		
162210	162227	130376	OTTISVILLE CONV ST	ROUTE 211	OTTISVILLE	NY	10963	5				
162210	162210	704978	HARRY FOUNTAINS	261 NORTH ST	MIDDLETOWN	NY	10940	4				
162210	162233	178194	R&B DELI	37 S MAIN ST	LIBERTY	NY	12754	4				
162210	162227	178453	JAMES' GENERAL STOR	PO BOX 346	NAPANOH	NY	12458	2				
162210	162227	178902	PERINO'S DELI	ROUTE 6	SLATE HILL	NY	10973	2				
162210	162210	485720	WALKER VALLEY GROC	ROUTE 52 BOX 315	WALKER VALLEY	NY	12588	2				
162210	162210	676357	M&M CONFECTIONERS	47 BENNETT ST	MIDDLETOWN	NY	10940	2				
162210	162210	705901	BORDEHLING DELI	1226 BURLINGHAM R	PINE BUSH	NY	12566	2				
162210	162210	752936	CASPER'S TWO INC.	ROUTE 209 P.O. BO	SUMMITVILLE	NY	12761	2				
162210	162227	799100	HIT OR MISS MOBLI	ROUTE 17K	BUTLAVILLE	NY	10915	2				
162305	162328	754480	M&M MOBLI, INC.	1000 FLATBUSH RD	KINGSTON	NY	12401	2				
162306	162328	630642	HOME TOWN DELI	COUNTY RT. 19	ELIZAVILLE	NY	12523	2				
162306	162327	900005	ROMPOLT VALLEY GROC	5060 ROUTE 209	ACCORD	NY	12444	2				
162307	162327	178861	DAIRY MART 632	152, NORTH ST	NEWBURGH	NY	12550	2		2757-1100		
162307	162327	178944	PETE'S MARKET	271 WASHINGTON ST	NEWBURGH	NY	12550	2				
162307	162327	567459	H.N. OF NEWBURGH, IN	352 BROADWAY	NEWBURGH	NY	12550	2				
162307	162327	578893	LAHEY'S MIDWAY	264 QUASSAICK AVE	NEW WINDSOR	NY	12553	2				
162307	162328	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	12528	2				
162307	162327	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTZ	NY	12561	2				
162307	162327	632125	BLUESTAR INT. ENT.	160 NORTH ST	NEWBURGH	NY	12550	2				
162307	162327	638321	ONTARIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	12550	2				
162307	162327	672417	MARKONIC'S DELI MKT	1191 RT. 9W #28	MARLBORO	NY	12542	2				
162307	162327	698921	LAKEIDE CONV DELI	429 S PLANK RD	NEWBURGH	NY	12550	2				
162307	162327	767822	UNION ST. DELI&PIZZA	135 UNION ST	MONTGOMERY	NY	12549	2				
162307	162327	769211	MIDDLEHOPE DELI INC	626 ROUTE 9W	MIDDLE HOPE	NY	12550	2				
162307	162327	809935	ARDONIA GENERAL ST	RT 44-55	CLINTONDALE	NY	12515	2				
162307	162327	340741	A-PLUS #60027	510 BROADWAY	NEWBURGH	NY	12550	2				
162307	162327	179097	MIDDLEHOPE GEN STOR	640 ROUTE 9W	MIDDLE HOPE	NY	12550	2				
162308	162328	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSIE	NY	12601	2				
162308	162328	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSIE	NY	12601	2				
162308	162328	760276	THREE JAY'S GULF	258 ROUTE 44	SALT POINT	NY	12578	2				
162308	162328	777374	9D GROCERY	DBA JOHNNY'S	WAPPINGERS FAL	NY	12590	2				
162308	162328	792080	ROBBIES DELI	150 OLD HOPEWELL	WAPPINGERS FAL	NY	12590	2				
162308	162329	843136	FAMILY QUICK STOP	10 WEST MAIN STRE	PAMLING	NY	12564	2				
162308	162308	511360	FOUR STAR WHOLESAL	67 COTTAGE ST	POUGHKEEPSIE	NY	12601	3				
162308	162308	178702	EAST PARK PHARMACY	650 VIOLET AVE	HYDE PARK	NY	12558	2				
162308	162329	178726	AMENIA VARIETY	1 W MAIN ST	AMENIA	NY	12501	2				
5												

WHOLESALER : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0918
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162308	162329	179337	NEUSTAT PHARMACY	150 MAIN ST	FISHKILL	NY	12524	2				(914)896-6220
162308	162329	179411	HUGHSON, FOODMART IN	NEW HAMBURG RD	HUGHSONVILLE	NY	12537	2		2757-1100		(914)297-9987
162308	162328	307545	9G CENCO	403 VIOLET AVE	POUGHKEEPSIE	NY	12601	3				(914)454-6924
162308	162328	411813	SALT POINT GETTY	BOX 179 RD 1 RT 4	SALT POINT	NY	12578	2			922682	(914)677-9852
162308	162328	440786	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSIE	NY	12601	2				(914)454-1141
162308	162328	619772	GETTY SERVICE STATI	355 MILL ST	POUGHKEEPSIE	NY	12601	3				(914)473-1442
162308	162329	696040	SUNOCO S/S	FAMILY QUICK STOP	HOPEWELL JCT	NY	12533	2				(914)227-9221
162309	162330	179143	JAYS DELI	497 ROUTE 32	HIGHLAND MILLS	NY	10930	2				(914)928-2803
162309	162329	242620	FAIRFIELD FOOD AND	FUEL CORP.	BREWSTER	NY	10509	2				(914)279-4419
162309	162330	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FALLS	NY	10928	2				(914)446-2510
162309	162330	745253	HARRIMAN EXXOM	2 MELODY LANE NOR	CENTRAL VALLEY	NY	10917	2				(914)782-7589
162309		542363	HILTON GIBSON MILLE	208 MACARTHUR AVE	NEW WINDSOR	NY	12553	3				(914)562-0353

PAGE BREAK TOTAL ACCOUNTS 54 TOTAL QUANTITY 117

TEMPLATE TOTAL ACCOUNTS 54 TOTAL QUANTITY 117

***** END OF REPORT FOR PROMOTION 801271 *****

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

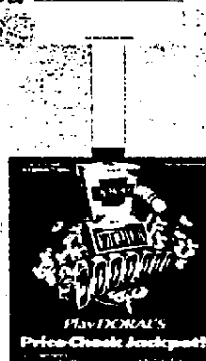
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

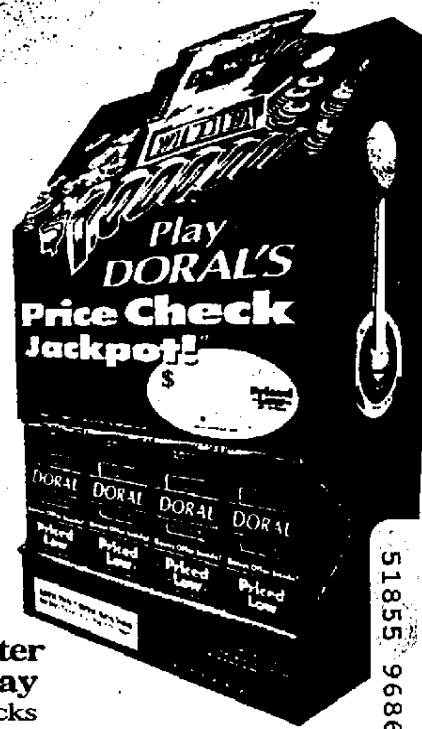
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card
w/Entry Forms**



Wobbler



**Counter
Display
(40 packs
per display)**

Additional Support Pieces:*

**Pack Outlet
Small Paster**

**Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee**

*Adhesive numbers and a pricing pen will be included for you to price the material.